

The Carbon Chronicle

VOLUME 38: No. 29

ACME, ALBERTA, THURSDAY

AUGUST 13th, 1959

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Mr. and Mrs. Leo Trepanier and Mr. George Trepanier left Tuesday for Leader, Sask.

Mr. and Mrs. Alvin Bauer of Calgary were weekend visitors at the home of their parents Mr. and Mrs. John Bauer.

Gordon Bramley of Standard was a visitor at the home of his mother Mrs. Florence Bramley.

We see there were two lucky people at Bingo—Mrs. I. W. McCracken won \$125.00 and Carol Spitzig won 6.25 at the \$700 cash bingo held at Drumheller Aug. 5th. Good going, folks.

Hospital patients include Duncan Code in the Colonel Belcher, Calgary; Ralph Fuller in the Calgary Holy Cross and Jack Barnes and Myrtle Coates in Calgary General Hospital. We wish them all a speedy recovery.

Mr. and Mrs. Charles Martin left on Monday evening for Eastern Ontario.

Mrs. Sarah Cadman was a visitor at the home of Mrs. Jas. Bacon at Hesketh and Mr. and Mrs. C. Cave.

A painting bee was held at the Anglican Church W.A. at the farm of Mr. Buckenfield north of Carbon.

Mr. and Mrs. Wolfe of Medicine Hat are visiting with their nieces and nephews Mr. and Mrs. Theo Harsch and Mr. and Mrs. John Diede.

Mr. and Mrs. Ralph Pallesen and family spent a few days at Banff.

Mrs. Aline Harsch, A.R.C.T. will teach Piano Lessons starting Tuesday Sept. 1. Call or make appointment or Phone 51, Carbon.

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THE CARBON CHRONICLE

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\$2.50 yr. in United States
Published every Thursday
at Acme, Alberta

Mr. and Mrs. Phillips have taken up residence at the C.P. R. Station. Mr. Phillips is the station agent replacing Leo Trepanier. We welcome them to our community.

Mr. and Mrs. Fred Gordon have left to make their new home in Calgary.

Mr. and Mrs. Chas. Graham are spending the month of August at the home of their son William at Sundre.

Mr. and Mrs. Bob Knecht left for an extended holiday trip to the U.S.A. and the grandchildren were left with their grandparents Mr. and Mrs. Ted Schmidt.

Mrs. Atkinson (Grandma) was a Saturday and Sunday visitor among her old friends, and Mrs. Atkinson there is nothing finer than coming home to say hello and see old friends

DAILY VACATION BIBLE SCHOOL AT CARBON AUGUST 3rd to 7th

The following is a report of the Vacation Bible School activities and finances.

During the week of August 3 to 7 inclusive the Churches of Carbon held a most successful Vacation Bible School. One hundred and thirteen children enrolled and there were 17 staff members. Each morning a worship service was held in the Baptist Church and then the different departments went off to their classes. During the morning each class was given a recreational and musical period. Besides Bible Classes there were also handicrafts and other interesting features.

The climax came on Friday evening when all parents and friends were invited for two hours entertainment given by the children and teachers. Attendance throughout the week was near 100% and Friday evening's attendance was estimated at 250.

All of us who made up the staff for D.V.B.S. wish to thank the community of Carbon for their support. There were many generous gifts and much encouragement by the people. We were blessed by excellent weather and were able to complete all the plans that were made at the beginning.

When such an effort is made we must look for certain results. In the case of Vacation Bible

School the results must be of a spiritual nature. It is our prayer that God will use this week spent in communion with Him to the blessing of His children. The ultimate result must lie with the parents and the community, for it is here that these children will grow up to be good citizens; we pray that as a result of Vacation Bible School they might grow to be just a little better.

Randall E. Ivany, Director. TEACHERS: Miss Bernice Becker, Mrs. Kate Bettcher, Mrs. Rose Gieck, Mrs. Dorothy Hunt, Mrs. Joan Ivany, Miss Frances Kaughman, Rev. W. R. Muller, Miss Diana Musiko, Miss Barbara Nash, Mrs. Mildred Ohlhauser, Mrs. Mary Prowse, Miss Shirley Schuler, Mrs. Dorothy Ziegler.

MUSIC LEADERS: Miss Lorraine Eslinger, Miss Marilyn Martin.

RECREATIONAL LEADERS—Mr. Albert Ohlhauser, Mr. Robert Ohlhauser.

DIRECTOR: Randall E. Ivany. D.V.B.S. Financial Statement RECEIPTS:

Offering received from Children during week 45.80

DISBURSEMENTS:

Gift sent to British & Foreign Bible Society, Calgary.....45.80

RECEIPTS:

Offering received at Fri.

evening service.....62.85

Donation received from Anglican, Baptist and United

Sunday Schools.....27.71

TOTAL.....\$90.56

DISBURSEMENTS:

Teachers' and Pupils'

Activity Books and

Supplies.....54.96

Ideal Hdwr. (glass, paint) 3.71

Red & White (Supplies) 9.66

Other Supplies (cash).....22.23

Nash & Permann

(Supplies Donated)

TOTAL.....\$90.56

The Financial Statement is audited by the three Sunday School Superintendents of Carbon Mr. Leo Ohlhauser, Mr. Walter Permann and Mr. Harry Church.

R. E. Ivany.

GAMBLE NEWS

By Mrs. Art Sigmund

Mr. and Mrs. Frank Norn's and family of Calgary were Sunday visitors at the home of Mr. and Mrs. G. C. McCracken.

On Friday the Gamble Ladies Aid catered to the

Kary wedding.

Russel Snell held a bee last Friday to pour the foundation for their new home.

Mr. and Mrs. Tom Hansen are remodelling the inside of their house.

Mr. and Mrs. Dave Anderson and girls returned from their holiday to points in the U.S.A. and B.C.

Miss Eileen Sigmund has returned to Edmonton after spending the past two weeks at the home of her parents Mr. and Mrs. A. Sigmund.

Art Sigmunds are moving their home over on the new basement.

Level Land

Mrs. Le Roy O. Schultz of Glendale, California and Mr. and Mrs. Morris of Portland, Oregon were visiting in the district over the weekend and their brother A. L. Dick.

Mrs. D. F. Andraessen and her five children at one time of this district and better known as Edna Braumberger, now living in Rolla, Missouri, were visiting with friends of this district over the last weekend.

Clarence Suelzie of Lamming Mills arrived here Sunday to join his family which has been here for several weeks.

WEDDING BELLS HUETHER—WEISER

Miss Christa Lipicx, daughter of Mrs. Weiser of Calgary was united in marriage with Mr. Leroy Huether, youngest son of Mr. and Mrs. Reinhold Huether of Calgary. The wedding took place on July 26 at the home of the groom's parents.

The bride looked lovely in a white ballerina length gown with bouffant skirt. Her shoulder length veil was held in place by a coronet headdress. Her corsage was of red roses.

In the evening a reception was held in the Jubilee Auditorium of the S.D.A. Rosebud Church where about 250 guests Continued on back page

FOR SALE—D8 TRACTOR, 1953 Model. 463 SCRAPER, 1956 Model. D7 TRACTOR. BUDA EARTH DRILL. GENERAL EQUIPMENT—WATER PUMP, ELECTRIC WELDER, TRUCKS, ETC. PHONE MRS. A. A. McARTHUR, CHERRY 4-4312, CALGARY OR AMHERST 2-9136, CALGARY.

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IMPERIAL REVIEW FOR SALE

Falling health has forced Bill Nelson to offer his newspaper and printing plant for sale. Bill has earned a comfortable living and paid for the business since being discharged from the army after the last war. Major equipment consists of a Model No 11 Linotype, a 6 column 2 page cylinder press, 10 x 15 Press, Hammond Precision Saw, Castor for about 8 x 11 mats, 18" hand Cutter, Perforator, good assortment of Type, modest office furniture and the usual complement of stones, type racks, slug cutter, sticks, etc. The frame building about 14 x 30 is also for sale. Apply: **IMPERIAL REVIEW, Imperial, Sask.**

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Generous gift to Heart Foundation

At the time of the Heart Fund Drive last February, Arthur Slade of Moose Jaw, noted breeder of purebred Hereford cattle, decided to donate a heifer calf from his prize herd, with the proceeds of the sale of this animal to go to the Heart Foundation in furtherance of its heart research programme. The young animal was not ready for sale in February and has been carefully prepared during the intervening months by Mr. Slade and has now been put up for auction at the 4-H Club sale at Moose Jaw, fetching the high figure of \$505.00. This generous gift by Mr. Slade will help to speed the day when, through heart research, this enemy No. One of our public health will be brought under a great measure of control. The thanks of generations yet unborn will be due to those, who like Mr. Slade are contributing to the success of the Saskatchewan Heart foundation during its early years.

Ignorance is one thing that costs more than an education.

Rain hampers highway construction

Gordon E. Taylor, Minister of Highways, announced that 773 shifts have been lost on the main highways construction program due to rain this season. The comparable figure last year at the same time was 562 lost shifts. Because of the very bad construction weather, only 95 miles of new grade has been constructed to date. This is some 21 percent of the total program. Last year at the same period 39 percent of the grading program had been completed.

The base course and plant mix programs have suffered even more; only 50 miles of base course has been laid which is 19 percent of the program; last year at this time 40 percent of the base course work had been completed. Only 37 miles of plant mix has been laid which constitutes 18 percent of the program as compared with a 39 percent figure that was completed at the same time in 1958.

The Double Surface Treatment program with which the Department is experimenting is also lagging because of the weather. More than 200 miles of this treatment is being carried out in various parts of Alberta as a stage development of better highways. The experiment is an attempt to find a reasonably priced way of stabilizing the surface of our secondary roads with provision made to add to the investment at a later time. If a good surface can be secured which will be dust free at a reasonable price, it will be of tremendous value to the municipalities as well. 14 percent of this program has been completed being some 29 miles. 40 percent or 80 miles of the seal coat program has been completed as against 48 percent at the same time last year.

CURIOSITY KILLED THE CAT —

The enquiring minds of children may improve their education but unless the child receives some help in his search for knowledge, trouble may ensue. The principles of firing missiles, setting off explosives, starting a car, and a few other bits of dangerous knowledge can lead youngsters to experiments that can have disastrous results. Adults who handle explosives, ammunition or other dangerous material should be sure that these articles are safely stored away when not in actual use, away from exploring juveniles.

Editors Believe Royal Visits Well Received

Most of Canada's weekly newspaper editors believe that Royal visits are welcomed with enthusiasm by the people in their communities.

This was evidenced by a poll of delegates attending the 40th annual convention of the Canadian Weekly Newspapers Association at Regina July 15-17.

Asked if they felt people in their communities were enthusiastic, indifferent or antagonistic about Royal visits 59 editors rated their communities' attitude as enthusiastic, 35 as indifferent and none felt there was antagonism.

Fifty-three editors felt that people in rural areas were more interested in a Royal visit such as the current tour of Her Majesty and Prince Phillip than residents of large cities. But 21 felt that rural and smalltown people were less interested in the visits and 18 considered there was no difference between city and country people's attitude towards the visits.

Many editors were extremely upset about being asked to comment on the subject and said they felt that daily newspapers, radio and TV stations had given much too much publicity to the controversial aspects of the Royal Family's visits to Canada.

Oil production up, Evans says

Crude oil production in the month of May showed a slight increase over the previous months output, Hon. Gurney Evans, minister of mines and natural resources, said.

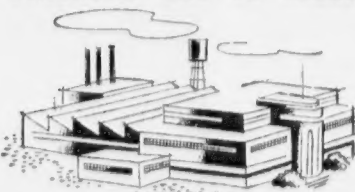
May's total stood at 433,816 barrels compared to 422,474 barrels for April. The increase was due in part to the extra day in May. The average daily production in May was 13,994 barrels.

Three new wells were brought into production during the month but four others were abandoned. One of the abandoned wells was converted to salt water disposal. There are now 883 wells capable of production in Manitoba — one less than in April.

There were 768 wells actually producing during the month.

SASKATCHEWAN OFFERS

Financial Aid to Industry



Saskatchewan's Industrial Development Fund makes Loans to new and Expanding Industries.

The Fund was set up as one of a number of Government aids designed to promote the establishment and growth of manufacturing in Saskatchewan. Large and small industries have received financial assistance from the Fund. The scope of the Fund has been broadened in recent years to include some service industries, among them seed cleaning plants.

- Loans are available in amounts up to 50% of fixed assets, which include land, building, and installed equipment.
- Standard repayment period is five years — the rate of interest is 6%.
- The Fund Committee must be satisfied that the loan does not place the applicant in a favoured position competitively to manufacturers of similar products in the province.

Manufacturers interested in the offer of financial aid should apply to **SASKATCHEWAN INDUSTRIAL DEVELOPMENT OFFICE**. IDO completes loan applications for submission to the Industrial Development Fund Committee. Each request is considered on its own merits.

SASKATCHEWAN INDUSTRIAL DEVELOPMENT OFFICE

U. of S. experiment indicates that Charbray-sired cattle are of questionable value

A University of Saskatchewan experiment indicates that the Charbray-sired cattle are of questionable value for commercial beef production in Western Canada.

There are three reasons: lack of winter hardiness; lower carcass quality; undesirable temperament.

These are the views of Dr. C. M. Williams, associate professor of animal husbandry at the University of Saskatchewan in Saskatoon who delivered an address on the subject at the 4th annual Stockman's Day at the university. They are based on the results of a feeding experiment during the past winter using 17 Charbray-sired steers and 23 Hereford-sired

steers.

"The rate of gain of the Charbray-sired steers during the cold winter months was definitely lower than for the Herefords even though they had been capable of greater rates of gain during warm weather," Prof. Williams said in an interview. "Carcass quality in Charbray-sired steers after the experiment was at least one full grade lower than the others. The Herefords became very tame whereas the Charbray crossbreeds remained excitable and unpredictable."

Prof. Williams emphasized that the experiment was not one to test the value of crossbreeding but

was set up to study the suitability of a particular breed for crossbreeding.

Stockmen have been interested in Charbrays (which are 5% Charolais and 5% Brahman) for crossbreeding purposes because they have shown an ability to grow rapidly and have little or no common background with local cattle.

The U. of S. experiment in the winter of 1958-59 also confirmed findings of a year earlier that a windbreak is sufficient shelter for feeder cattle during the winter.

B.C. forest story told in distant classes

—ALASKA HIGHWAY NEWS, Fort St. John, B.C.

From Bobinawarra, Australia to Winnipeg, Manitoba, via the Malay Archipelago, Africa and the British Isles, the story of British Columbia's forests is rapidly becoming a familiar tale to school children in commonwealth countries around the globe.

For many years now the Canadian Forestry Association of B.C. has been distributing its "Classroom Teaching Aid Kits" to teachers and student teachers in school and colleges on both hemispheres.

Requests for this material come to the Vancouver office of the CFA from classrooms, college libraries, forestry offices, mission societies, normal schools and government departments, from Ndola in Northern Rhodesia and Dogura, Papua, to London, Eng.

Greatest number of kits, of course is mailed to schools in British Columbia and other Canadian provinces, particularly Manitoba. Chief interest outside Canada is shown by educational authorities in Australia and New Zealand where the kits are in general and constant demand.

Classroom teaching aid kits are not sent out at random, but furnished only on request. Contents include such material—

British Columbia's Timber Harvest—How a Tree Grows (Wall Charts in full color)—Identification of Commercial Timber Species in B.C. (seven plates)—Keep Canada Green Literature—Facts About British Columbia's Pulp and Paper Industry—Trees on the Farm—Forest Conservation (A 42-page Booklet on the nature and extent of Canada's forests specially written for the federal government to assist teachers in secondary schools)—Conservation Topics (Classroom projects, Forestry quiz, etc.)—"Smokey the Bear" (Song—sheet and Conservation Pledge for small pupils)—"Smokey Bear's Story of the Forest" (also written and illustrated for the very young).

CANDY AT MEAL TIME

It is better for dental health if candies and sweet cakes are eaten at a meal rather than between mealtimes. After eating, the teeth should be well brushed to remove food particles that could otherwise form destructive acids.

Age-old purifying process used in modern oil plant

—THE SOUTH SASK. STAR, Radville, Sask.

A new use of one of the world's oldest processes—using bacteria to purify water—was described to the Ontario Water Resources Commission.

The Commission's Sixth Industrial Waste Conference heard Dr. John D. Frame of New York tell how this billion-year-old process called biological oxidation has been applied to water returning to Lake Ontario after use in processing gas and oil at the new \$27-million Trafalgar refinery of Cities Service near Bronte, Ontario.

As director of research and development for Cities Service, Dr. Frame was charged with the responsibility of creating an effective water purification process at a time when a regional controversy raged about the possibilities that establishment of the new Trafalgar refinery would pollute local lake water. He responded by directing establishment of a water treatment plant that is the most modern and effective in the world today, returning water to the lake in a much purer state than when it came out.

Dr. Frame explained that a series of underground pipelines at the Trafalgar refinery gathers contaminated water and refinery water into one main sewer with a flow averaging 300 gallons per minute. At this stage, the water is so saturated that the amount of waste affects the depth of the water flow to a measurable degree.

"In refinery waste," Dr. Frame said, "there are two substances that cause more trouble than all the other waste products combined, phenols and waste oil. Phenol compounds make the water smell and taste like carbolic acid and are so potent that one pound of phenol can be detected in 12 million gallons of water. Oil, of course, is unsightly and makes water taste peculiar."

"However," he said, "like other animals, bacteria have special tastes. Some require particular chemical foods especially phenol compounds in order to grow and reproduce."

"When bacteria eat and digest

waste chemicals they convert noxious substances into simple, harmless compounds. Most importantly, they do it more effectively and more economically than any process man can devise."

Dr. Frame explained that the supply of bacteria also has to be controlled. When there is an excess, bacteria are deprived of chemical food, turn cannibalistic and devour each other.

"Thus," Dr. Frame explained, "we obtain water that is clear and sparkling, free of odor and taste, rid of pathogenic organisms, and rich in dissolved oxygen—water that is eminently fit to drink."

Luxury sailboat visits Trenton

—THE TRENTONIAN, Trenton, Ont.

What next?

Recently the ultimate in luxury arrived at the Trenton docks. A \$250,000 two-masted sailing boat, 65 feet in length, arrived here on its annual stop, prior to continuing the trip to Toronto.

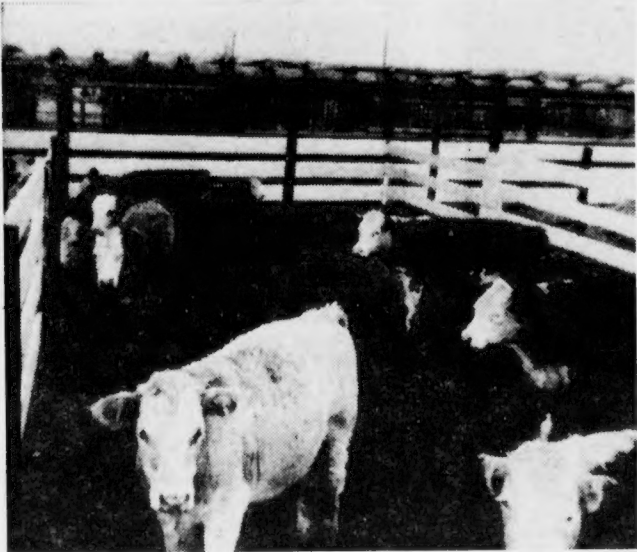
Owner of the boat, J. R. Longstaffe, stated that he always comes into Trenton at least once a year. The boat is equipped with diesel motors and is equipped so that a press of a button will either raise or lower sails by means of an electric motor. All the food cooked on the boat is cooked electrically and the kitchen is as modern as can be found in any home.

This boat is reputed to be the finest on the Great Lakes, and a brief tour of this boat leaves no wonder as to why it is judged so.

TEXANS TOUR WEST ON CNR SPECIAL

Some 200 tourists from Texas left on a special CNR train for a tour of Western Canada.

During the tour, the 16-car special took the group on a two-day visit to Jasper, a stopover at the Dominion Range Cattle Experimental Station at Kamloops, B.C., and the Many Lakes camp of the Douglas Lake Ranch before arriving at Vancouver.



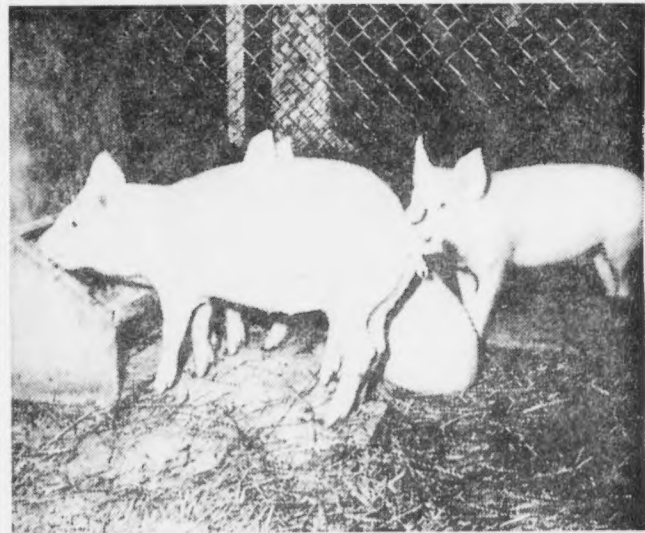
CHARBRAY-SIRED and Hereford-sired steers undergo a feeding experiment during the winter at the University of Saskatchewan in Saskatoon under direction of Prof. C. M. Williams, associate professor of animal husbandry. "The Charbray-sired animals," Prof. Williams said at Stockman's Day at the university June 13, 1959, "are less winter hardy than the Hereford breed. They also show undesirable temperament and carcass traits."

—U. of S. photo.



FAILURE TO INCLUDE antibiotic feed supplements of the right kind and at the proper level may allow enteritis and diarrhea to take a heavy toll in young pigs. This pig is suffering from severe intestinal infection. This type of problem was referred to in a speech by B. D. Owen, lecturer in animal husbandry at Stockman's Day at the University of Saskatchewan, Saskatoon, June 13. The picture was provided by the Animal Husbandry Department, University of Saskatchewan.

U. of S. photo.



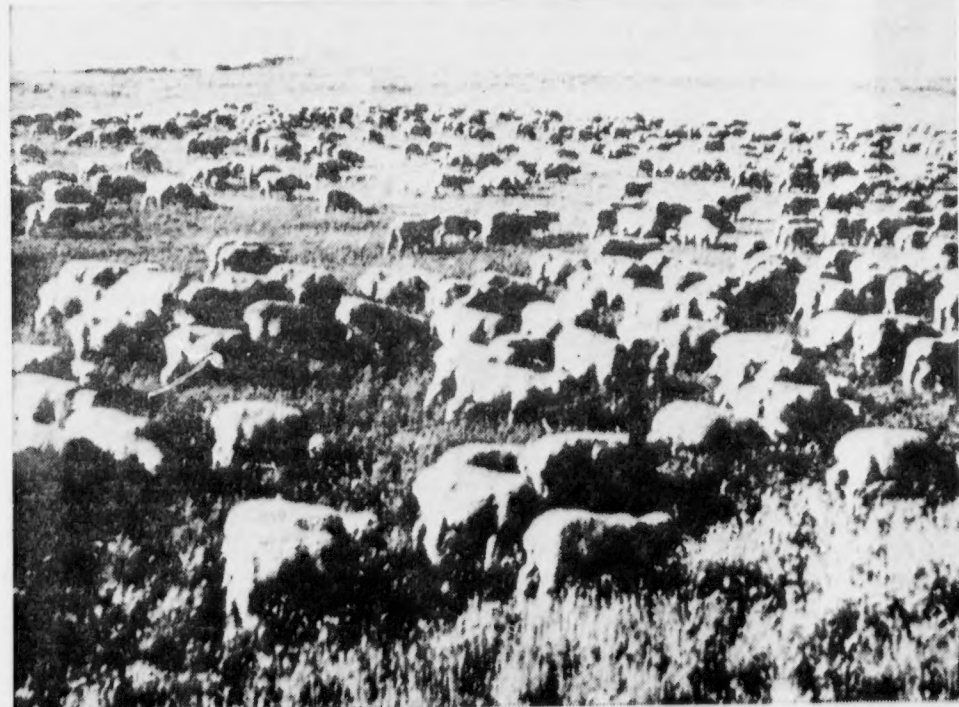
SELF-FEEDING OF MARKET HOGS saves much time and labor but if proper finishing rations are not used it may be difficult to obtain many "A" grades. Discussion of the topic was part of a speech by Dr. J. N. Bell, head of the animal husbandry department at the U. of S. during Stockman's Day at the university June 13, 1959. The picture was taken at the University of Saskatchewan, Saskatoon.

—U. of S. photo.



WEANLING PIGS showing the benefits of good management and good rations based on good quality grain adequately fortified with minerals, mixed protein supplements, vitamins "A" and "D" and antibiotics. This was referred to in a speech by B. D. Owen, lecturer in animal husbandry at Stockman's Day at the University of Saskatchewan, Saskatoon, June 13, 1959. The picture was provided by the Animal Husbandry Department, University of Saskatchewan.

—U. of S. photo.



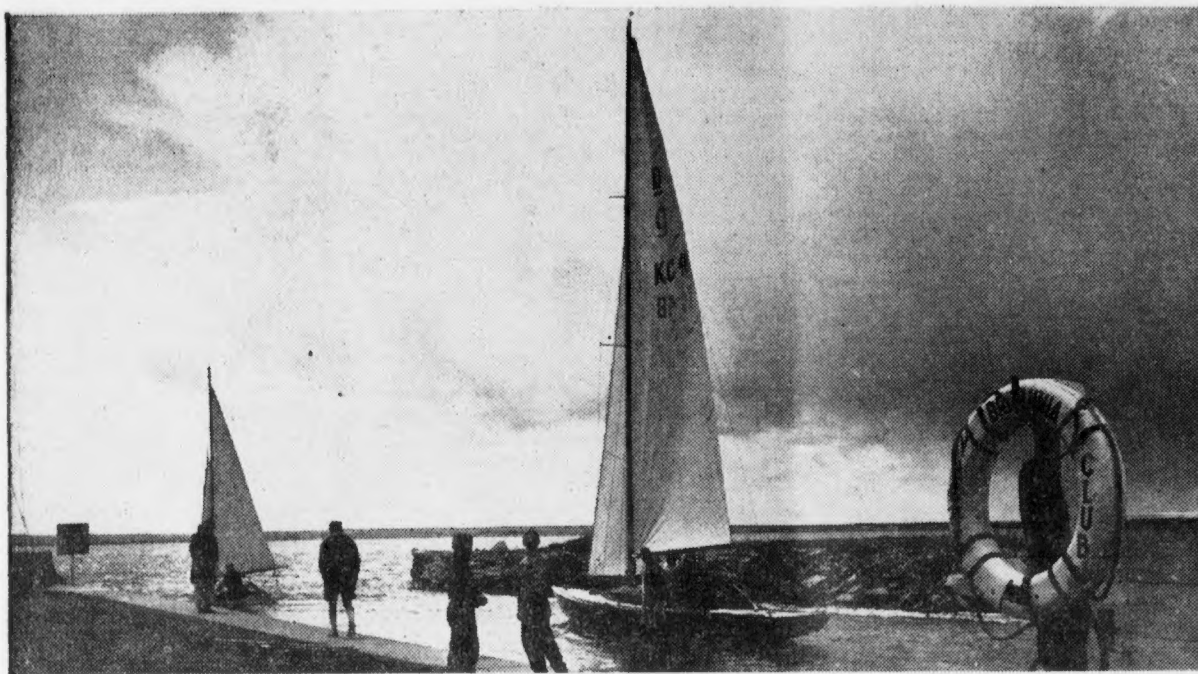
SOME OF THE SHEEP at the farm of the University of Saskatchewan in Saskatoon. Crossbreeding experiments with sheep have been carried out at the university and a report on them was presented at Stockman's Day June 13, 1959, by Prof. W. E. Howell, associate professor of animal husbandry.

—U. of S. photo.

Canadian Weekly Features

Big Boom in Small Boats

Canadians Take To The Water



Canada is experiencing a boom in small boats unparalleled in its history. During the past seven years, sales of sail and motor boats have more than tripled as countless Canadians from coast to coast have taken to the water in a wide

variety of craft from the humblest outboard to the flashiest of yachts. Above, a Marconi rigged Dragon slips out of the tranquil anchorage of the Britannia Yacht Club for a day of sailing on the broad-breasted Ottawa river.



Most men, boat-builders are discovering, harbour deep within them a deep-rooted urge to possess some form of water craft. Size and luxury furnishing are unimportant to the beginner; prices range from a few hundred dollars to many thousands.



Weeks before the boating season opens, land-locked sailors lavish loving care on their craft. Bottoms are caulked, paint jobs brightened, motors tuned, so that there will be naught to spoil the fun when the big day finally arrives, and boats, big and small, hit the waves.



Boating, as Canada's biggest summer sports splurge, veers hard on the heels of television as a pastime calculated to keep families together in their search for recreation. Out on the blue water of lake and river or skipping over

the silver surface of the sea, the tired businessman quickly emerges as the captain of all he surveys, dreamy adolescents become the master of their fate, and mother, who is rarely left at home, is unchallenged in her role as first mate.

Teachers leaving province

According to a survey just completed by the Saskatchewan Teachers' Federation, the number of teachers leaving the province to seek positions in other parts of Canada and the United States increased during 1959 to 258 compared with 193 for 1958—up 34 percent.

Executive assistant for the STF, Stirling McDowell, said that one of the main reasons for the teachers leaving was the same as in previous years: salaries. "However, since 1957 when a major salary change occurred in the province—the situation up to that year was critical—the number had been reduced and the picture was improved. But now our loss appears to be on the increase again."

He said the average salary paid last year in Saskatchewan was \$3,654 compared with \$4,343 in British Columbia. The province now ranks fifth in line with salaries across Canada. British Columbia, Ontario, Alberta and Manitoba are all ahead of the Wheat Province. Of the 258 teachers leaving this year, 70 percent said they were accepting positions in these four other provinces.

By excluding the number of teachers who are changing positions within the province or who are attending university to improve their standards, the overall loss of teachers as of June 30 was 10.9 percent or 889. There are 8,181 teachers in the province.

Mr. McDowell said the survey, though answered by 67.9 percent of the teachers in Saskatchewan, presented "a clear picture and indicated accurately the reasons behind the exodus."

Generally speaking, he said, there are proportionately fewer resignations among teachers with higher certification. Eighty-four point one percent of the teachers with five years of training are remaining in their present position, but only 66.8 percent of the teachers with one year's training are doing so.

Also indicated in the survey was the fact that the percentage of teachers resigning in the four non-units was higher than in the 56 unit locations.

Salk program reaches 50% of young adults

Hon. George Johnson, minister of health, said it is estimated that about 50 percent of Manitoba's young adults have taken full advantage of the provincial government's plan to provide anti-polio vaccine free of charge.

The minister urged that Manitobans in the 18-40 age group have their doctors administer Salk vaccine without delay. Dr. Johnson described the vaccine as the most effective means yet available for protection against the paralytic effects of polio.

Polio generally strikes during the summer months, Dr. Johnson said, noting that the season's first polio patient was reported recently. The 1959 total is two cases.

The minister said that seven polio cases were reported in Manitoba during the period January 1 to July 5, 1958. The year's total eventually climbed to 149 cases, 104 of them with paralysis.

Some 419,000 cc's of vaccine have been administered since the beginning of the year. Of this total, approximately 145,000 cc's were given as booster shots to school children before the end of the school term.

Dr. Johnson emphasized that three doses, at specified intervals, are required to provide maximum immunization.

BE SAFETY CONSCIOUS

Canadian Weekly Features

WEEKLIES STILL REPORT NEWS FULLY, DECENTLY, REFLECTIVELY

Canada's weekly newspapers are more prosperous and stable than they have ever been. The "trend away from the farm" has not dulled the vitality of the small town weekly.

So said Leslie E. Barber, Chilliwack (B.C.) publisher who was elected president of the Canadian Weekly Newspapers Association at Regina July 17.

Asked how the trend toward urbanization was affecting the weekly newspapers, Mr. Barber said weeklies are growing and changing with their communities.

"Towns that slept for 100 years are suddenly bursting into activity. New factories, oil fields, new mineral discoveries and the general trend toward urbanization in Canada are turning small towns into large ones," he said.

The result is a new generation of publishers, many of whom are skilled in certain aspects of the business far beyond what their fathers thought was necessary.

"We have larger plants which are better equipped, faster and more efficient. We have high wages and unions. Like most businesses we are faced with the awful specter of costs nearing our dollar volume.

"But there is this difference: No matter how large our businesses are becoming, most of us are still close to our communities and our people. We are perhaps more conscious than big-city busi-

nessmen are about inflation and are more reluctant to participate in the spiral.

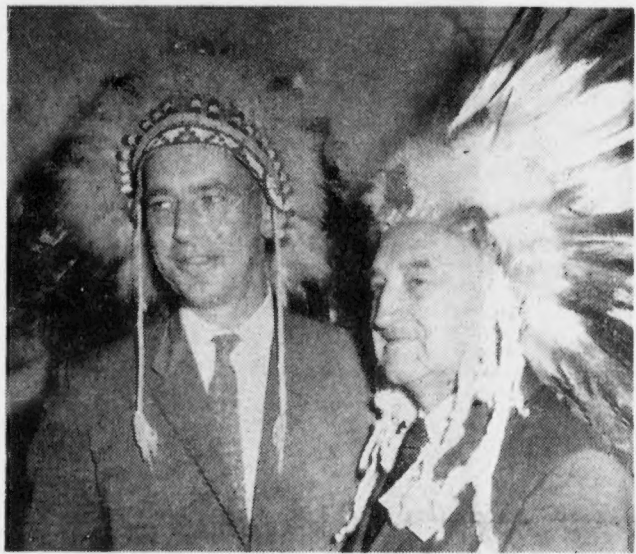
Mr. Barber urged the publishers to continue the traditional attitude of the weekly newspaperman's approach toward news. He suggested they keep these questions in mind: "Have we still the same kindly, understanding and competent approach to news . . . or are we falling into the sicknick or beatnik sensationalism of some of our city journals and other media?"

"Do we still report the news

fully, decently, reflectively and with a measure of human understanding?"

It was his view that weeklies have been able to carry out their function in keeping with the high ideals and fine traditions established by pioneer publishers.

"This is what makes us different," he said. "This is what makes us clean, decent and an asset to the country. This is why I know we can be proud of the Canadian Weekly Newspapers Association and all it stands for."



MADE HONORARY CHIEFTAINS of the Saulteaux tribe at Indian Head, Sask., July 16, were Leslie E. Barber, left, Chilliwack (B.C.) Progress publisher, and Hugh E. McCormick of the Montreal Monitor at an impressive pow-wow during the fortieth annual convention of the Canadian Weekly Newspapers Association. Mr. Barber succeeds Mr. McCormick as president of the 725-member association. An honor bestowed infrequently on "white men" by this particular branch of the Cree Nation, this was viewed by the 400 delegates to the convention as a fine tribute to the understanding attitude of Canada's country editors toward Canadian Indians. Mr. Barber assumes the name of a 90-year-old Indian, Wagiah Doupe, and becomes Chief Four Thunder. Mr. McCormick, as Chief Eagle Born, is now known to the tribe as Chief Keno Kahnitowiket.

B.C. Publisher heads CWNA

REGINA. — Leslie E. Barber, publisher of the Chilliwack (B.C.) Progress, succeeds Hugh E. McCormick of the Montreal Monitor as president of the Canadian Weekly Newspapers Association. Mr. Barber's father, Charles A. Barber, was president of CWNA in 1935.

Delegates to the fortieth annual meeting of the 725-member association elected Werden Leavens, Bolton (Ont.) Enterprise, first vice-president and J. Rundle McLachlan, Virden (Man.) Empire-Advance, second vice-president.

Named directors for British Columbia were G. Cecil Hacker, Abbotsford News, and Frank R. Harris, Vernon News.

Representing Alberta: Ken Patridge, Camrose Canadian, and W. E. Bowes, Grande Prairie Herald Tribune.

Saskatchewan: Syd Stevens, Shaunavon Standard; Ken Mayhew, Yorkton Enterprise; John A. Vopni, Davidson Leader.

Manitoba: George E. Kroft, Selkirk Enterprise, and Harvey Friesen, Winkler Pembina Triangle Progress.

Ontario: E. A. "Chick" Spence, Strathroy Age-Dispatch; Barry Wenger, Wingham Advance; G. C. Craven, Ridgeway Dominion, and John Marsh, Amherstburg Echo.

Quebec: Ives Gagnon, St. Johns, and L. G. Gage, St. Johns News.

New Brunswick: J. Louis McKenna, Kings County Record, Sussex.

Nova Scotia: George C. Murray, Pictou Advocate, and Fred Beattie, Annapolis Royal Spectator.

Committee chairman and members of the board include Charles H. Nolan, Stouffville (Ont.) Tribune; C. Irwin McIntosh, North Battleford (Sask.) News-Optimist; John James, Bowmanville (Ont.)

Canadian Statesman; John Pinckney, Rosetown (Sask.) Eagle; Fred Johns, Leduc (Alta.) Representative; Len D'Albertanson, Wainwright (Alta.) Star-Chronicle; Arthur Stanley, Nakusp (B.C.) Arrow Lakes News; G. Cecil Day, Liverpool (N.S.) Advance, and Russell G. Shearer, Blenheim (Ont.) News-Tribune.

Luxury cruise in Fall

Two unusual opportunities to enjoy the perfect luxury of the famed world cruise liner Caronia on a trip to Europe at regular transatlantic rates will be offered by the Cunard Line this fall.

The completely air-conditioned Caronia will sail from New York August 21 and September 10 for Havre and Southampton. When not cruising, the green-hulled Caronia is operated on the Atlantic service with accommodation for first and cabin class passengers.

A favorite vessel of long cruise devotees, the Caronia has unusually broad decks for promenading and sports. All her staterooms have a private bath or shower and a bedside telephone. Her two restaurants, the Balmoral and the Sandringham are among the most famous in the world—afloat or ashore. The Caronia has an open-air swimming pool and 13 public rooms. These last include a Verandah Cafe, theatre, Observation Lounge, two garden lounges, smoking rooms and a fully-equipped gymnasium. Together these provide the perfect setting for relaxation, enjoyment and the unsurpassed graciousness of life aboard a big Cunarder.

DRIVE WITH CARE

Editorials from Canadian Weekly Newspapers

(These are not necessarily the views of the editor of this paper)

How to remember names

(The Globe, Lacombe, Alta.)

One of the happiest qualities a man can be endowed with is an ability to remember names. Most of us have a fairly good memory for faces, but when we try to attach a label to them we stammer and stutter like a bashful school boy on his first date.

It is a wonderful thing to be introduced to somebody, and be able to call that person by name several weeks or even days later. He will be flattered that you can recall it, and instead of a casual acquaintance you have won a true friend.

Perhaps the power of being able to recollect names is bestowed as a gift on the favored few. It is more likely, however, that we all are given the same latent ability, but only a few of us encourage and develop it. For make no mistake, concentrating on introductions and retaining different names in our head is hard work. Most of us are too lazy to be bothered making the effort, and we pay for our lassitude with embarrassment at a later date.

There is no real magic to this business of remembering names. All anyone has to do is put his mind to the task. The experts are helpful and from time to time they offer suggestions along the following lines: when you meet somebody, make sure you get the name properly (ask him to spell it if necessary—he'll be pleased at your interest). Then repeat the name several times in conversation. Try to associate the name with whatever comes to your imagination—for example, somebody called "Haylock" may conjure in your mind a picture of a straw stack and a key in a door, so you're looking for a key in a haystack. This sounds silly, but those who know best assure us it isn't. Then relate the "name image" to the face, and make mental note of any outstanding features in the person's appearance.

It's only fair to warn readers what happened to one helpless clod who tried out this system. He made the acquaintance of a fellow by the name of "Salmon," which naturally brought to mind the allied word "fish." He dutifully repeated the name "Mr. Salmon" three times during a spirited discussion. Then they parted, and the meeting was forgotten. Three weeks later they bumped into one another on the street.

The man failed in the test. His greeting was friendly but faulty, "Hello, Mr. Mackerel."

★ ★ ★

Everyday greatness

(The News-Optimist, North Battleford, Sask.)

A country with good farmers is a good country. Today's farmer is a businessman in overalls, motivated by a deep-rooted belief in cause and effect, in human purpose and in the meaning of the succession of days, the seasons and the years.

Change is a rule of life, perhaps the only enduring rule. Farmers see changes every day of their lives. The seeming slowness of change has imbued the farmer with patience and understanding, because crops, whether of grain or goodwill, take time and effort.

Farming is symbolic of endurance, faith and creation. As the farmer looks across the tailored perfection of fields, greening side by side, some yellow green, some blue green, he is given a renewed faith in the order of things — preparation, seeding, fallow and harvest. To have land work for you, you must work with the land.

The dividing line between urban and rural standards of living has just about disappeared. Farm houses are equipped with electricity, running water and both telephone and television. The rural resident is literate. They are members of book clubs, and magazines and newspapers clutter the front room to the universal despair of housekeepers.

While the farmer may be hemmed in by hills, trees and wide acres, there is nothing static about the agrarian way of life, as we find our rural cousins are travelling too, and have been to far places on this continent and across the oceans east and west. The long winters arouse the nomadic instincts. Seemingly, isolation and ignorance are not compatible here because farmers have an intelligent awareness of such things as sputniks, Berlin summit conferences, and other international problems. They discuss racial integration, foreign aid, labor-management problems, and agricultural surpluses with discernment.

Patience is an everyday greatness with farmers. They are ever hopeful, and share a persistent belief in tomorrow, a next year and even a durable and better world. For them beckoning stars are vision, venture and victory. — RRC



Rock and row

Rock and row with sailor boys on guard. Two more children may man the boat with an extra passenger or two and the fun is that

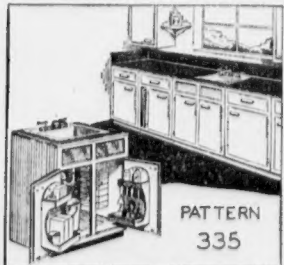


PATTERN 458

much more. Pattern 458, which gives actual-size cutting guides and directions, is 40c. This pattern also is included in packet No. 52 which contains four other patterns for toys and furnishings for tiny tots all for \$1.75.

Cabinet for sink

While this sketch shows a cabinet for a small kitchen sink, the pattern includes variable dimensions for adapting the construction to a sink of any size; or to extend the cabinet along the side of the kitchen. Each step in construction is illustrated in large perspective drawings on pattern 335. The two containers for dish-washing supplies attached to the inside of doors are made from quarter-inch plywood. Tracing diagrams for these are in full size on the pattern. To get pattern 335 only, send name and address with 40c. And for the Kitchen Remodeling Packet which includes the sink pattern, send \$1.75 with your order.



PATTERN 335

Department P.P.L.,
Home Workshop Patterns,
4433 West 5th Avenue,
Vancouver, B.C.

What to expect after coronary

H. GARDFIELD KELLY,
M.D., F.R.C.P. (C).

Associate Professor of Medicine
Queen's University, Kingston, Ont.

If a heart attack struck you down in the prime of life, it would surely alter your perspective about the future. And if it developed quickly and unexpectedly, as is so often the case, you would suddenly be confronted with all sorts of decisions about your job, your family and your other obligations.

It helps a good deal in planning your future to understand precisely your problem. You should know, for instance, that the coronary arteries are vital arteries which nourish your heart, and that these arteries harden and roughen with advancing years, often to become plugged with blood clots.

It is this plugging of an artery that is called coronary thrombosis. When it occurs, a patch of heart muscle is damaged, and then must heal by a process of scarring that takes about six weeks or so. The size of the scar and the length of time required for it to form will naturally depend upon the size of the plugged artery.

During this period your doctor will want you at rest to reduce the demands on your heart, and if facilities permit, he will want you in hospital to receive drugs which prevent further blood clotting, and to guide you carefully through a period when serious complications can develop.

By the time the scar is well formed you should be out of hospital, free from complaints, unaware in fact, that you have a heart. In the course of the next month or two you should be back on the job.

Your heart will naturally not be as good as new, because the damage it has suffered will reduce its pumping capacity, but if your heart has been an average one, it should have plenty of reserve to permit normal activities. This means that you can return to your old job and your usual way of life with only certain limitations. The more stressful activities, such as playing vigorous tennis, watching emotion-packed football games or other spectacles which excite you unduly, should be eliminated. You may need to be more temperate in your habits, in drinking, smoking, eating to excess, working irregularly and too long, or simply playing too hard. But the vast majority of your recreational, social and business activities should be resumed.

This point cannot be overstressed, since time and time again a rigid withdrawal from interests nurtured and cultivated over the years has brought about unhappiness, frustration, and a degree of emotional unrest, which taxes the heart more than the pleasurable activities that have been discarded.

Your coronary may have been the first indication that your arteries, like everyone's, are hardening and becoming diseased as you grow older.

What factors cause this change in our arteries, and why is it becoming more frequent in recent years? As in most diseases, inheritance has a role to play. Your

arteries mirror, to some extent the state of your ancestor's vessels. To be a male is to be plagued with this problem to a much greater degree than the opposite sex. If you are afflicted with other diseases, such as diabetes or high blood pressure, arteriosclerosis is likely to progress in your arteries to a more serious degree, particularly if you become overweight.

You will have to accept your inheritance and your sex as in-born characteristics, but you can reduce if you are overweight, and see to it that your diabetes or your hypertension, or indeed any other disease which you may have, is properly managed.

You will undoubtedly have read a good deal in recent years about the undesirability of eating fats. Medical scientists have become greatly concerned about this question and are trying to find out why it is that arteriosclerotic vessels contain fat in their walls, why patients with arteriosclerosis tend to have increased amounts of fat in their blood, and why arteriosclerosis develops more commonly in people who eat fatty foods.

If you are overweight, your doctor will certainly advise you to eat less fat in order to reduce, but even if your weight is normal he may deem it desirable for you to eat less fat in order to lower the fat in your blood. Moreover, further study may show that the kind of fat you eat is important. For instance, you can lower your blood fat if you eat corn oil or some other vegetable fat, and raise it if you eat butter fat or some other animal fat.

However, what effect this would play on your tendency to have a coronary remains to be proven. Your doctor, therefore, is on sound ground when he advises you to reduce your weight, and to limit your intake of both calories and fat. He is waiting for more evidence before he prescribes a certain kind of fat in your diet.

Students of arteriosclerosis are puzzled by its increasing incidence in the last few decades, and many have tried to analyze the changes in our way of life which might be held accountable. We eat richer foods and more of them, but we also exercise less. We are congregating in greater numbers in the cities, riding to and from work, moving about less at our jobs, taking an increasing interest in spectator rather than participating sports. These habits all tend to increase our weight, reduce the efficiency of our muscles, and may contribute to the rising incidence of arteriosclerosis. There is, therefore, nothing to gain and possibly something to lose by giving up your golf or your swimming and boating, when these activities are carried out in moderation.

Unfortunately, no drug is available which acts specifically to prevent arteriosclerosis. The best substitute available is a drug to reduce the tendency to complicating thrombosis. Such a drug is called an anticoagulant, and drugs of this type are used widely in the first few weeks after a heart attack to prevent further thrombotic complications. Sometimes they may be continued for months or years after the event. However, difficulties of one sort or another

SPC natural gas projects progress on schedule

Work continues to progress on the Saskatchewan Power Corporation's natural gas program which will see 19 additional urban centres served with natural gas this year.

It is expected that the laying of distribution mains will be completed in Yorkton this week. Service installations are now one-third complete; when work on the distribution system is completed, an additional service crew will begin work in order to expedite service installations. Applications for service are still being received in Yorkton with 1,114 customers, or 78.7 percent of the estimated total, signed up as of Saturday, July 11th. Cut-off date for applications for service in Yorkton has been announced as Friday, July 24th.

Robb Construction is expected to move to Kinistino by the end of the week to begin work on a distribution system there.

Sign-ups for service are now 86 percent complete in Tisdale, with 431 out of an anticipated total of 537 applications received as of Friday, July 10th.

A corporation crew has arrived in Birch Hills and has made a start on laying a lateral from Birch Hills to the St. Louis-Tisdale natural gas transmission line.

Ninety miles of the power corporation's 113 mile Regina-Yorkton natural gas transmission line has now been completed, bringing the line as far as the town of Melville. The four inch transmission lateral into Melville, and the eight inch feeder main to the existing distribution system were completed last week, along with the town border station piping.

Arrival of natural gas in Melville was celebrated Monday, July 13th, with a flame-lighting ceremony. Conversion of existing customers' appliances and extension of the system to serve new applicants is expected to be completed within a few weeks time. Cut-off date for applications for service in Melville is Friday, July 24th.

The Regina-Yorkton transmission line, which is being built by Marine Pipeline and Dredging Limited of Vancouver for the corporation, is expected to reach Yorkton before the end of July.

Testing is now finished on the 83-mile Success-Rosetown natural gas transmission line, which was completed by Dutton-Williams Brothers at the end of June. The line is now ready for operation.

Work is now in progress on the St. Louis-Tisdale natural gas transmission line, with Marine Pipeline and Dredging Limited stringing pipe and installing casing pipe underpassing railroads and highways.

Tenders have been called for approximately 22 miles of eight inch pipe leading from Wilkie to Unity. Provision will thus be made to serve the town of Unity, the corporation power plant and the Sifto Salt Plant from a corporation natural gas transmission line. When these points are served by the transmission line, the use of the Unity gas field for storage will be further investigated.

make it impossible to prescribe them for long periods of time to everyone who has had a heart attack.

Someone writing about this problem five years from now will be able to add further words of advice based upon further additions to our knowledge of arteriosclerosis. You will benefit from such advances only if you keep in touch with your doctor at regular intervals. Periodic examination not only helps to avoid further trouble, but ensures that you get the most up-to-date treatment.

TWO FISHERMEN HOOK SAME FISH THEN HALVE TROUT

—ALBERTA COUNTRY LIFE,
Edmonton, Alta.

Anglers Keith Brenner and Larry Plummer knew how to settle their fishing dispute amicably.

The two high school students were fishing side by side on the bank of the Avon river in this village near Stratford when their floats started to bob.

Keith pulled in his line and Larry did the same. Both lines had hooked the same 18½-inch speckled trout, weighing two pounds, four ounces.

The youths decided to divide the trout equally. Each took home 9½ inches.



ROSE VALLEY CADETS—Cadet Mervin Larson completes the questionnaire as Cadet-Lt. Terry Anderson awaits his turn. Cadets Anderson and Larson from Rose Valley are joining other cadets from the Lakehead, Manitoba and Saskatchewan for a seven weeks summer camp at Camp Dundurn. Along with trades and specialty courses as leaders, instructors, transport operators and signallers the cadets will receive instruction in swimming and will have an opportunity to go fishing at Candle Lake, Northeast of Prince Albert. The highlight of the summer camp will be the visit of Her Majesty Queen Elizabeth to Dundurn where space is being arranged for the cadets to see her.

—National Defence photo.



WIRELESS TUNING — Sgt. Ken Glass of Kirkfield Park, Man., explains the tuning system of a Wireless 19 set to a class of cadets at the Dundurn Cadet Camp. Watching him are Cadets Clifford Rose of Sturgis and Jim Shabbits of Yorkton. The two boys are attending a seven weeks summer camp at Camp Dundurn, Sask. Along with their trades and specialty instruction they will learn how to swim and will have an opportunity to go fishing at Candle Lake, Northeast of Prince Albert. The highlight of the summer will be the visit of Her Majesty Queen Elizabeth to Dundurn where space is being arranged for the cadets to see HM.

—National Defence photo.



NAME PLEASE — Sgt. Dick Nicholls recording names of cadets as they report for summer camp. Cadet Ray Morrison looks around for some of his buddies while Cadet Mike Martin completes the questionnaire. Cadets Morrison and Martin from Humboldt are joining other cadets from the Lakehead, Manitoba and Saskatchewan for a seven weeks summer camp at Camp Dundurn. Along with their trades and specialty courses as leaders, instructors, transport operators and signallers the cadets will receive instruction in swimming and will have an opportunity to go fishing at Candle Lake, Northeast of Prince Albert. The highlight of the summer camp will be the visit of Her Majesty Queen Elizabeth to Dundurn.

—National Defence photo.



THE SHELL RESTS HERE — Cpl. Bob Warren of Port Arthur explains how the shell rests on the magazine platform and is fed into the rifle chamber. Cadets Eddy Pangratz (left) and Freddie Kok of Melville listen and watch attentively. They are among hundreds from the Lakehead, Manitoba and Saskatchewan here for a seven weeks summer camp at Camp Dundurn, Sask. Along with their military training they will receive instruction in swimming and will have an opportunity to go fishing at Candle Lake, Northeast of Prince Albert. The highlight of the summer will be the visit of Her Majesty Queen Elizabeth to Dundurn where space is being arranged for the cadets to see HM.

—National Defence photo.

Canadian Weekly Features

Woman's Way



MADELEINE
LEVASON

LAKEHEAD SURPRISE

Canada is full of surprises even to those who think they know this country well. Each surprise makes us realize how big a chunk of the world we claim and how different each section is from another.

Since the opening of the St. Lawrence Seaway, we have been hearing a lot about the "heart of the continent." Until recently this phrase would have brought to my mind a picture of giant grain elevators hugging the rocky head of vast Lake Superior. It was a picture glimpsed many times from trans-continental trains or over the wing tips of planes. I now know the view from the train is merely "we look-like" and from on high the picture is flattened out.

The lakehead presents an astonishing panorama. The magnificent sweep of Thunder Bay and the peculiar rocky hills around it, reduce the twin cities, their elevators and their tremendous log booms, to toy-like proportions. Across the expanse of water, the unbelievable giant of Thunder Bay sleeps majestically. At least a mile long, this rocky causeway looks exactly like a giant in repose.

Despite the modern twin cities with their bustling ports and the countless summer cottages which hide among the pines for miles around the bay, the view makes one feel like an explorer. You almost expect to see the canoes of voyageurs and fur traders instead of modern steamships.

The ships are a favorite topic of conversation at the lakehead this summer, where everyone is excited about the "salties," the oceangoing ships that have come through the seaway from Montreal. The ships attract curious crowds and their crews are being lionized.

Residents of the lakehead twin cities are fiercely proud of their scenery, and of the forest and mineral wealth of the wilderness around them. They feel the "salties" will bring a new era of prosperity to their "heart of the continent."

I suspect, too, they are a bit tired of people who have passed them by for so many years and will welcome a chance to "surprise" more visitors.

Saskatchewan farmer goes on tour of Russia

T. G. Miller of Loomis, Sask., whose winter wheat won first prize at the Toronto Royal Winter Fair in 1958, boarded the CNR's Super Continental recently for Montreal. Accompanied by his wife, he is enroute to Russia where he plans to observe that country's methods of growing winter wheat.

Mr. Miller is taking with him a sample of his prize-winning wheat, Yogo, which he plans to compare with Russian varieties. During his Russian tour, he hopes to find the answer to his main winter wheat growing problem—killing by severe cold.

(The Sun, Swift Current, Sask.)



AWARDED SILVER ACORN—Scout Kelvin Denike, left, is shown presenting Scouting's highest honor, the Silver Acorn, to former assistant Provincial Commissioner Thomas Kearns, recently. Kearns is one of five men in Canada to be similarly honored. He has been with the Scouting movement in Swift Current for over 30 years. Looking on, right, is Cub Carl Radbruch.

The Gordon Royal Commission forecasts oil and gas future

By CARL O. NICKLE
Publisher of the 'Daily Oil Bulletin', Calgary, Alta.

Many Canadians are fascinated when they look over the vast changes that have been wrought in Western Canada the past dozen years, because of major discoveries and development of certain of our nation's richest resources, the hydrocarbons known as petroleum and natural gas. But even more fascinating is what lies ahead for Canada because of these resources, provided we maintain the kind of economic and political climate that encourages men to turn dreams into realities.

What can lie ahead for our country because of its 'black gold and gas' was outlined two years ago by the Royal Commission on Canada's Economic Prospects headed by Walter L. Gordon, in its detailed forecast of the Canada of 1980. The Gordon Commission—not to be confused with a more recent Royal Commission on Energy headed by a chairman of somewhat similar name, Henry Borden—made a careful study of many phases of the national economy and national resources, and was particularly impressed with the potential of our oil and gas.

The Gordon Commission rates oil and gas among "the most important factors in the overall economy" and said "it is clear that Canada's future economic development will depend to an increasing extent upon its resources of these fuels." It envisaged an industry that by 1980 could be producing some 1.1 Billion barrels of Petroleum and 3,000 Billion cubic feet of Natural Gas yearly, plus huge quantities of such gas by-products as Sulphur, Propane and Butane as raw materials for petrochemical and other great industries across the nation.

This could be an oil and gas industry in Western Canada 10 times the size of that today, producing these products in volume one-third greater than 'self-sufficiency' for the greatly expanded Canada of 1980. It could be capable of providing Canada with a 'net export surplus' in oil and gas alone exceeding One Billion Dollars yearly, contrasted with the current 'net export deficit' in these products of over 300 Million Dollars yearly.

These are 'heady' figures, but let's go further. While Gordon doesn't spell it out in such specific

terms, I can envisage our oil and gas resources supporting, by 1980, directly and indirectly, upwards of Three Million people in the expanded Canada of that time; producing raw materials with a gross worth exceeding Three Billion dollars yearly, and finished products of far greater value; generating a market for some Two Billion dollars yearly in industry needs and consumer goods produced by a host of other industries across the nation; and contributing directly and indirectly over One Billion dollars yearly to Federal, Provincial and Municipal Treasuries in Canada. The estimate of revenues to public tills includes royalties and other fees on oil and gas properties; together with income and property taxes. It does not include the huge 'gasoline taxes', which absorb over one-quarter of every dollar we Canadians pay for motor fuels.

The figures show clearly how every Canadian—regardless of his or her occupation or location across the nation—has a mighty big stake in the oil and gas resources with which our West is blessed.

The island of Newfoundland has a greater area than the island of Ireland.

Weeklies Lead Advertising Media in Reader Acceptance

Far too much marketing emphasis is being placed today on so-called "captive audiences" and far too little on "captivated audiences," according to W. H. "Bill" Cranston, head of the Shoe Corporation of Canada.

Addressing the Canadian Week-

ly Newspapers Association in Regina, Mr. Cranston said, "No audience will remain 'captive' for long simply by reason of some physical limitation of TV or radio signals.

"It must be 'captivated' in terms of personalized viewer or reader interest and, in this field, Canada's community-minded newspapers, daily and weekly, hold a large potential lead over other advertising media.

"Newspaper readers are held 'captive' for advertisers basically not because of any limitation of competitive signal strength, but because their horizons are coincidental with those of the editors, the reporters and the advertisers who jointly create the community journal."

Newspaper "captivation", Mr. Cranston told the convention attended by some 400 Canadian publishers and their wives, consists essentially in the fact that their news, comment and advertising is personally purveyed by persons their readers know and can, therefore, personally evaluate.

"Other mass media seldom if ever approach the degree of consumer acceptance and influence which the good newspaper too often accepts as natural and, therefore, fails to merchandise to potential advertisers. The community-minded newspaper introduces its readers to the new and the novel in terms of the known. It thus attains a degree of 'captivation' which is unknown to more remote and therefore more 'artificial' media.

"It is an acknowledged fact that the best selling method is person to person, that is, face to face," Mr. Cranston continued. "But the cost of selling this way is for most manufacturers prohibitive.

"So the next best method is for a known person, that is a local dealer, to sponsor a product or service over his own name in a medium known and respected locally. This is where the local newspaper, with its 'captivated' audience, can do such a good job. It can be, and is, a key link between consumer, marketer and manufacturer."

To illustrate his point, Mr. Cranston disclosed that dealer-localized national advertising, placed experimentally last year in over 100 Canadian daily and weekly newspapers, had increased the volume of their Hewitson branded footwear by over 42%.

"If newspapers, weekly and daily, ever exploit the full potential of this merchandising partnership between national manufacturer, community retailer and the 'captivated' local newspaper audience, they will never need to fear the loss of their role as the nation's pre-eminent advertising medium," he concluded.

Festival Exhibitions at Sask. House

Photos and historical exhibits have been arriving at Saskatchewan House during the last week for display in the "Peoples of the Province Exhibition", which is one of the exhibitions on show at Saskatchewan House Summer Festival during the next three weeks.

The "Peoples of the Province Exhibition" is a mosaic of Saskatchewan life showing historical photographs, historical exhibits, photographs of people at work in the province, Saskatchewan scenes, maps to demonstrate the distribution of ethnic groups in Saskatchewan and many other fascinating items.

Among the other exhibitions at Saskatchewan House during Festival time will be a loan of paintings by Saskatchewan artists, coming from several collections in the province and from the studios of individual artists. This exhibition numbers nearly 30 interesting paintings by artists who have lived and worked in the province.

A loan exhibition of drawings of people and events in the area around Batoche, main site of the Riel Rebellion, will also be on display. This exhibition contains not only drawings but also the original fiddle which belonged to Louis Riel, and many interesting historic items connected with the Rebellion.

All the above exhibitions will be open for the first time after the Opening Ceremony of the Festival on Friday, July 17th at 8:30 p.m. Admission to all the exhibitions is free. They will be open every day from 10:00 in the morning until 8:30 in the evening.

DEBT TO FISHERMEN

—THE SUN, Swift Current, Sask.

Every time we open a can of sardines or eat a lobster sandwich, we should remember the fishermen. To give us these things they brave the sea, and face hardships that would be unendurable to most of us. And sometimes they must die.

Their sacrifice will not have been in vain if it reminds us of what we should do for the fishing industry. We owe much.—Frederick Gleaner.

Sponsored by the Adult Education Division

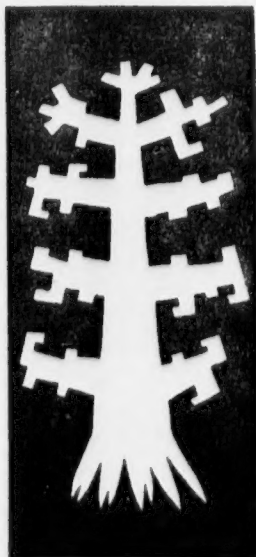
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LEVEL LAND NEWS—

Continued from front page

were in attendance. Much happiness is wished the happy couple in their future life together.

SCHAFFER—GIMBEL

Glenda Jeanne Gimbel, youngest daughter of Mr. and Mrs. Jacob A. Gimbel of Beiseker, became the bride of Donald Edwin Schaffer, son of Mrs. Emelie Schaffer of Lacombe on the morning of June 28 at the Rosebud Seventh-day Adventist Church. Pastor Levene Krenzler of Vernon, B.C., brother-in-law of the groom, officiated at the ceremony.

Miss Marilyn Emery of Portland, Oregon, who was the college room-mate of the bride for the past three years, acted as maid of honor. The bridesmaids were Miss Marilyn Stern of Beiseker and Miss Carol Schaffer of Lacombe, sister of the groom.

His brother, Herbert was the best man, while another brother, Robert, and Vernon Kaiser of Walla Walla, Washington were attendants.

Miss Gloria Thomas of Hood River, Oregon and Mrs. Hervey Gimbel, sister-in-law of the bride were organist and soloist respectively.

At the reception in the auditorium, Courtney Gimbel of Peace River proposed the toast to the bride, his sister. The guests were entertained by a program of musical numbers and speeches.

After the honeymoon in Banff, the couple left for Loma Linda, California where the groom will take up the study of medicine. Both the bride and groom are graduates of Walla Walla College and the bride also has the degree of A.R.C.T. in music.

NATURAL GAS SERVICE IN IRRICANA CELEBRATED MONDAY AUGUST 10th

At a flare lighting ceremony Monday evening August 10th, Mayor A. L. Patterson officially celebrated the arrival of natural gas service in Irricana.

"This is a very auspicious occasion," he said. We have tried to obtain gas service for Irricana and have looked enviously at neighboring towns with such service. Now, we have success at last."

Harry M. Hunter, general manager of Canadian Western Natural Gas Company, Limited, welcomed the people of Irricana to the company's "large family" of gas consumers.

The company, he said, had made every effort to bring gas to Irricana as quickly as possible. Now that gas had arrived in the town, he urged householders and others to get their house piping completed, and a meter installed before the weather turns cold.

George Benoy, the company's supervisor of Calgary district towns, introduced Mr. Hun-

ter and announced that the setting of meters would begin immediately. He also introduced J. M. Leason, the company's traveling agent who will service customers in Irricana and adjacent communities.

At the conclusion of the short addresses, Mayor Patterson turned a valve igniting a specially built gas flare which burned brightly in the cool evening breeze to symbolize the arrival of natural gas.

Irricana is the first of a group of communities to receive gas service from the company's Calgary to Carbon line, built last year.

Work is nearing completion in the other communities, and all are expected to have natural gas by early September. These communities are Beiseker, Acme, Carbon and Strathmore.

Beiseker

Favored by the most ideal weather, the Beiseker Lions Club 41st Annual Sportsday on Wed. Aug. 5th drew the largest crowd ever. An estimated 1000 people lined the streets to see one of the finest and most colorful parades ever staged while about 1800 people enjoyed the events of the day in Friendship Park.

The Parade was led by the Bowness Band who gave a very nice performance. After reaching the Park, the Flag Raising Ceremony took place, always impressive, forever bringing home to us that we stand under the protection of the most significant flag of the world. Rev. Father Tennant delivered a most stirring address, after which Lion Mike Stinn raised the flag while the Band played "The Queen" and "O Canada". Mayor L. L. Schmalz then officially declared the Sportsday open. The Sports Committee headed by Adam Velker Pres. and Bill Tidy Sec.-Treas. spared no efforts to pack the day full of entertainment and fun, beginning with all types of Races, Baseball Tournament, Horse Races, Pony Chuckwagon Races, Tug of War, Midway games and Refreshments.

The judges for the parade were Mr. and Mrs. Sam Leiske and Mrs. Ruth Schmalz who faced a tremendous task to judge the many lovely and original entries in the parade and came up with the following winners:

CHILDREN'S SECTION

BICYCLES—Joan Rutherford, Cameron Reddekopp, Bernard Schissel.

TRICYCLES—Allan Troidl, Reg Martin, Danny Schleppe.

BEST COMIC—Billie Schissel, Kathryn Schmalz Wayne Hagel.

OTHERS—Ann Schmalz, Bob Baker, Stan and Jean Berreth.

FLOATS—

1. Beiseker 4-H Beef Club.

2. Red Cross Water Safety.

3. Alberta School Safety Patrol. Other attractive floats were the K.I.B.A. and the Natural Gas Company.

DECORATED CARS: Mrs. Lyle Mrs. Evelyn Krenzler, Mrs. Mary Simmonds.

COMIC CARS—Stan and Sam, Lewis Schmalz and gang, Mrs. Billie Olsen, Mary Velker, Elsie Martin, Birdie Martin, Ann Troidl. Two clowns from the Y.M.C.A. caused lots of laughter with their jolly actions.

TUG-O-WAR—The 1958 Champions captained by Roy Berreth were defeated by the challenging team of Jack Doherty of Acme. Jack was later awarded the Championship Plaque.

HORSE RACES

14 PONY RACE—Sharon Patterson, Don Palmer, Fritz Schwarzenberger, Dallas Kindopp. OPEN BARREL RACE—Fritz Schwarzenberger, Philip Chierchio, Dallas Kindopp, Joan Henricks.

BARREL RACE 11 to 14—Diana Dennis, Louise Young, Stan Nance.

POLE BENDING 11 to 14—Diana Dennis, Louise Young, Verlin Rau.

POLE BENDING (Children)—David Rau.

POLE BENDING—Philip Chierchio, Jim Rau, Fritz Schwarzenberger, Joan Henricks.

SPUD RACE (Men)—Jim Rau, Ben Huether, M. Reding.

SPUD RACE (kids): Diana Dennis, Verlin Rau, Barry Tetz.

SHEPHERD PONY RACE—Diana Dennis, Jim Palmer, Barry Tetz, N. Nance.

CHILDREN'S RACES

Girls 6 and under—Patty Hagel, Verna Schmalz, Janet Hagel.

Boys 6 and under—Cameron Lang, Kent Wright, Steve Hagel.

Girls 7 and 8—Charlotte Moran, Mary Schmalz.

Boys 7 and 8—Bernard Schissel, Dan Hagel, Gerald Kiprick.

Girls 9 and 10—Janet German, Milly Schmalz, Sandra Wright.

Boys 9 and 10—Alvin Hagel, Alan Germain, Marvin Knight.

Girls 11 and 12—Diana Brost, Sandra Schleppe, Kaye Selzer.

Boys 11 and 12—Gilbert Berreth, Garry Daubert, Richard Metzger.

Girls 13 and 14—Louise Clark, Diana Brost, Kath. Schmalz.

Boys 13 and 14—Dwight Feser, Dale Tetz, James Schleppe.

Girls 15 & over—Darlene King, Linda Feser, Margaret King.

Boys 15 and over—Darell Morrison, Vern Rau, Aaron Drexler.

Girls 3 legged—Ann and Betty

Schmalz, Edna Schwarzenberger and Sharon Knight, Kay Selzler and Carol Schmalz.

Boys 3 legged—Doug Hagel & Garry Schwarzenberger, Dale Lang and Verlin Rau.

Girls Wheelbarrow—Beverly Hagel and Ruth Schmalz, Carol Schmalz and Kaye Selzler, Betty and Ann Schmalz.

Boys Wheelbarrow—Doug Hagel and Garry Schwarzenberger, Tetz and L. Suelzle, Francis German and James Schleppe.

Girls Shoe Kicking—Elaine Hagel, Linda Schmalz, Beverly Hagel.

Boys Shoe Kicking—Brian Lang, Richard Metzger, Teddy Schwengler.

In Junior Baseball Beiseker defeated Irricana 7-6. Batteries were: Beiseker, Konshuh to Gerald Berreth; Irricana, L. Northup, McCall to Butterfield. Tetz and L. Suelzle, Francis German and James Schleppe.

In Senior Baseball Beiseker

took top money by defeating Crossfield 7-6 in the final game. Very good play was greatly enjoyed in all three games. The P.A. system for the games was most efficiently handled by CFAC Sports Commentator Eric Bishop.

First game score was Beiseker 9—Airdrie 3. Batteries for Beiseker, Bob Sutton, Marvin Nixdorff to Tom Martin, Albert Hagel, Harold Knight; Airdrie, Bud McMurchy, Dale Fletcher to Jim Clark.

Crossfield trounced Trochu 12-2 in the second game. Batteries were: Crossfield, Knobby De Vost to Stewart; Trochu, Stone, Pride, Gehring to Hanna.

The final game score was 7-6 for Beiseker over Crossfield. Batteries were: Beiseker, Neville Konshuh, Bob Sutton to Albert Hagel; Crossfield, Edmondson, De Vost to Jim Clark.

Fred Barrows acted as official umpire for the tourney.



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NATURAL GAS COMES TO IRRICANA—Mayor A. L. Patterson of Irricana turns the valve igniting the gas flare which marked the arrival of natural gas service in Irricana. With him is H. M. Hunter, general manager of Canadian Western Natural Gas Company, Limited, which is making service available to Irricana, Beiseker, Acme, Carbon and Strathmore through new connections being completed this month.

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